Concordia University
Faculty of Commerce and Administration
Faculty Council
Friday, September 13, 1996
Minutes

Present: M. Anvari (Chair)
G. Anderson (CASA), T. Balazic (CASA), C. Bayne (DS&MIS), A. Brodt (Fina.), J. Craighead (Acco.), A. Del Bianco (CASA), M. El Louadi (DS&MIS), J. Etezadi (DS&MIS), S. Fata (CGSA), T. Geha (CASA), Z. Gidengil (Mktg.), J. Hall (Mana.), A. Hochstein (Fina.), S. Hoffman (Lib.), A. B. Ibrahim (Assoc. Dean), G. Johns (Mana.), G. Kanaan (Acco.), A. Lavack (Mktg.), T. Lituchy (Mana.),R. A. Long (Acco), K. L. McGown (Mktg.), J. McIntosh (Econ.), G. Martin (Comp.Sci.), R. Molz (Mana.), D. Morin (Assoc.Dean), R. J. Oppenheimer (Mana.), P. Regimbald (Reg.), J. A. Rosenblatt (Assoc.Dean), N. Rego (CASA), M. Sharma (DS&MIS), I. Sinclair (CGSA), M. Thakor (Mktg.), T. J. Tomberlin (Assoc.Dean), K. Tsolakos (CASA), C. Vallejo (Mod.Lang.) P. Varson (Fina.), L.-P. Vezine (CASA)

Absent with regret: F. Rashkovan, N. Urbain

I **Call to Order**
The meeting was called to order at 09:05.

II **Closed Meeting**
There were no items on the agenda for a closed meeting.

III **Open Meeting**

IV **Approval of Agenda - CAFC-96-05A**
IT WAS MOVED BY M. SHARMA AND SECONDED BY K. TSOKALOS THAT THE AGENDA, CAFC-96-05A, BE APPROVED AS PRESENTED.

THE MOTION WAS CARRIED.

V **Approval of the Minutes - CAFC-96-04M**
IT WAS MOVED BY J. HALL AND SECONDED BY M. SHARMA THAT THE MINUTES OF THE FACULTY COUNCIL MEETING HELD MAY 24, 1996, CAFC-96-04M, BE APPROVED WITH THE FOLLOWING AMENDMENTS:

.INCLUDE M. SHARMA IN THE LISTING OF MEMBERS WHO WERE PRESENT

. INCLUDE J. CRAIGHEAD IN THE LISTING OF MEMBERS WHO WERE ABSENT WITH REGRETS

. INSERT ON PAGE 11, FIRST SENTENCE OF THE SECOND PARAGRAPH: "THE MISSION STATEMENTS, OBJECTIVES AND POLICIES, AND FUNDING OPPORTUNITIES FOR STUDENTS AND FACULTY PRESENTED BY T. LITUCHY WERE APPROVED.

VI **Chair's Remarks and Question Period (15 minutes maximum)**
The Chair reported the successful visit of AACSB Consultant Dr. W. Word who met with various Faculty groups to prepare for the upcoming AACSB team visit, October 26 - 30, 1996. The Chair and the AACSB Project team are now formulating the response to the forty-one questions posed by the AACSB team related to the content of the Faculty Report. It is expected that the response will be forwarded to the AACSB team by October 4th. Copies of the appraisal document and the questions are available for faculty members to consult in the offices of the Chairs and the Program Directors. The response will subsequently be added to this information. The Chair encouraged all faculty members to become familiar with these materials and to address their questions to him or to Dr. Carney.

The Chair stated that he was optimistic that the Faculty would achieve its goal. He reported that the Faculty would be informed of the result of the visit in early November, however, official accreditation, if granted, would not be confirmed until it is approved by the AACSB Board in March 1997. This time would be well used to generate an effective publicity campaign.

With regard to the University budget, the Chair reported that the final budget cut for 1996-97 of $12.5M was considerably eased by the acceptance of the early retirement package by 117 faculty members. Seven members of the Faculty of Commerce have taken advantage of the program. With regard to the Faculty's cut, he reported that course offerings were streamlined to avoid any impact on the working conditions of faculty members. The University budget cut for 1997-98 is estimated at $15M, however, there remains the possibility that the freeze on tuition fees may be lifted.

The Chair announced that T. Lituchy has been reappointed Director of the International Business Program for the two-year period beginning June 1, 1996 and terminating May 31, 1998 and A. Jalilvand has been appointed Editor-in-Chief of the *Canadian Journal of Administrative Sciences* for the three-year period beginning January 1997 and terminating December 31, 1999.

The Chair encouraged participation in the Centraide campaign. The goal this year is to achieve 20% participation from faculty and staff. Last year's participation was 14%. Team captains for Centraide are: J. Craighead, Accountancy, J.-M. Bourjolly, DS&MIS, D. Pagnuelo, Finance, R. Molz, Management, M. Laroche, Marketing. In conclusion, the Chair urged participation in the Concordia Shuffle which raises scholarship funds for students.

There were no questions for the Chair.

VII Faculty Council Elections

1. Election of the 1996-1997 Faculty Council Steering Committee - CAFC-92-09A-05.
   A. Lavack, J. Craighead and C. Bayne volunteered to serve on the Faculty Council Steering Committee for a one-year period commencing immediately and terminating after the first Faculty Council meeting in September 1997.

2. Election of two full-time professors to serve on the Commerce Undergraduate Student Request (&Appeals) Committee replacing Professors G. S. Rajan and M. Franklin for the 1996-97 academic year (June 1, 1996 - May 31, 1997).
   G. Korda and M. Sharma were elected by acclamation to served on the Commerce Undergraduate Student Request (& Appeals) Committee for the one year period beginning June 1, 1996 and terminating May 31, 1997.

VIII Business Arising from previous meeting

1. Faculty Planning and Priorities 1996-2000
   The Chair reported that two open meetings to discuss the document had been held during the summer. The Faculty Planning and Budget committee will incorporate the feedback received and the document would likely be returned to Council this fall.

2. Curriculum Revisions - Departments of Decision Sciences and Finance - CAFC-96-05A-01
   D. Morin outlined the proposed revisions. She explained that the changes in the Minor in Business Studies and the Certificate in Business Studies are a reflection of the new B. Comm. core. With regard to the DS&MIS revisions, she reported that the Department of DS&MIS, the Undergraduate Curriuculum Committee and FAPC have approved the addition of DESC 375 and DESC 477, the two courses which were discussed at the last meeting of Council.

   There was no clear cut response to a question about the minimum enrolment required to run the bi-annual courses since the Faculty attempts to enable students to graduate as soon as possible. In response to a strong concern about the viability of the Major in Operations Management, D. Morin confirmed that the Undergraduate Curriculum Committee has made a commitment to closely monitor the Major in Operations Management. She added that the total curriculum is continuously reviewed by the Undergraduate Curriculum Committee. After further discussion, it was established

that a formal review of the Major in Operations Management would take place in 2000.

In response to a question about the software for DS&MIS courses, it was confirmed that there was more than one package due largely to the lack of resources to put all the undergraduate core courses on SPSS.

With regard to the Finance Department submission, D. Morin explained that the revision is a correction in the prerequisite structure which identifies the cross-listed courses. In reply to a question about the reported differences between the Finance Appraisal Committee and the Undergraduate Curriculum Committee, D. Morin reported that the Appraisal recommendations concurred with the Department's action of cancelling a number of courses. The only recommendation that was not implemented was the addition of an intermediate Economics course because there are two prerequisite Economics courses and the Markets course has a high Economics content.

D. Morin explained that the Accountancy revision was merely a correction in the prerequisite structure.

IT WAS MOVED BY D. MORIN AND SECONDED BY M. SHARMA THAT FACULTY COUNCIL APPROVE THE MINOR CURRICULUM CHANGES AS PRESENTED IN DOCUMENT CAFC-96-05A-01.

THE MOTION WAS CARRIED UNANIMOUSLY.

IX **Report: Undergraduate Programs, Academic and Student Affairs**

D. Morin thanked K. Tsolakos and T. Geha for their help in the many student orientation sessions conducted during the summer by the Associate Dean's office. She encouraged more faculty participation next year. She also thanked the departments for the new core course outlines.

With regard to application/enrolment figures, she reported that although the B.Comm. received 87 more applications than last year, a change in the admission criteria has resulted in the acceptance of 28 less students than last year. Nonetheless, 973 new students will start the program, an increase in the number of registrants from last year of 27 students which represents a success rate of 60% compared to last year's 50%. 132 of the new registrants are transfers from other Faculties and 840 are from external sources. It is hoped that 300 new registrants will begin in January.

With regard to French CEGEP recruitment, D. Morin asked all Council members with contacts in the CEGEP system to ask them to invite the Commerce Faculty to make a presentation. She reported that the Faculty of Commerce and Administration and the Faculty of Engineering and Computer Science would host Open Houses to attract CEGEP students and to improve communication internally with the students, and the Office of the Associate Dean will host coffee and muffin sessions for faculty, staff and students just prior to the withdrawal deadline.

In conclusion, D. Morin reminded the Chairs to continue to work on the development of career profiles for each of the Majors. The profiles will be used during the October recruitment process.

A brief discussion ensued regarding the inaccessibility of reliable, up-to-date statistics in the University. With regard to the unavailability of class lists, it was pointed out that all department secretaries have access to class lists. It was also pointed out that statistics are withheld until the course change is finalized, and that several enrolment management packages are available through the Office of the Registrar.

X **Report: Graduate Programs, Research and Program Evaluation**

T. J. Tomberlin distributed and highlighted graduate program enrolment data, CAFC-96-05M-01, emphasizing that this was a preliminary report. In response to concerns about the low enrolments in the AMBA and EMBA, he advised that the AMBA registration would not be complete until October and he suggested that the low EMBA figure may be a consequence of enforcing a stricter admissions policy. He noted that the EMBA figures have increased since last year and confirmed that the viability of the AMBA program would be

given serious consideration. An updated enrolment report will be given at the next Council meeting. The Chair commented that the Faculty is only now learning how to market our product in this highly competitive environment. With regard to the low Ph.D. enrolment where only 3 of 9 accepted students registered, it was commented that the quality of the applicants has improved which gives them more options. With respect to the decline in the MBA enrolment, it was suggested that the delivery of the program be examined. T. J. Tomberlin reported that the MBA program appraisal has been advanced specifically to address this issue.

With regard to research, T. J. Tomberlin reported that Lexis Nexis is now available to all faculty. Students can gain access to the software through the library for approximately $30 US per academic year. Site licenses for three modules of SPSS have been purchased and installed in all the lab computers. The fee for individual installation is $100. He also announced that the autumn call for research proposals was distributed in July, the deadline for proposals is November 11, 1996.

With regard to appraisals, T. J. Tomberlin reported that the new appraisal system eliminates the Faculty committee in favor of a University appraisal committee with Faculty representation. Two faculty members are needed to represent the Faculty on this committee for the appraisal of outstanding units. He reported that the B. Comm., the B. Admin., and the Department of Marketing processes have been finalized. The M.Sc. Program is awaiting an administrative response that will be forwarded to the School of Graduate Studies, the DIA/DSA and International Exchange Programs have Faculty Appraisal Committees in progress, DS&MIS and Management Departments await the formation of a University appraisal committee, the Accountancy Department and the Diploma in Accountancy are developing their self-appraisal documents that will subsequently enter the new system and the appraisal of the MBA program will begin the process this fall.

T. J. Tomberlin reported that the Faculty Academic Programs Committee has recommended that the search procedures for graduate program directors be streamlined whereby one search committee will be struck for all programs. The composition of the committee will remain the same with the exception of the Diploma in Accountancy which will continue to have an increased representation from the Department of Accountancy and the student representative will be selected by the CGSA.

XI **Report: External Affairs and Executive Programs**

J. A. Rosenblatt reported on the success of the summer English course for newly accepted French undergraduate students. He expressed confidence that the students will act as good-will ambassadors in assisting to recruit students from the French CEGEPS. He announced that the annual Faculty Awards of Distinction Luncheon would take place on November 15 and encouraged all Council members to attend. The ticket price is $55.00 and $18.00 for students. With regard to the new Contemporary Business Thinking course, he reported that a special class will take place in the Loyola concert hall on November 22 featuring discussions of current issues and a question and answer period with several outstanding business leaders. He also announced that a professional editor has been engaged to produce the new Faculty newsletter. He described the content planned for the publication and explained that the major objective of the newsletter is to bond with our alumni and to raise the Faculty's profile in the business community. A profile of Professor G. Johns will appear in the first edition. The distribution which will occur three to four times a year is approximately 40,000 including 16,000 Commerce alumni. The first edition is expected to be ready by the end of October. He welcomed ideas, suggestions and feedback from faculty, students and staff. In conclusion, he reported that corporate sponsorship will be obtained to try to expand the Women and Work Symposium which will take place in May and the development of the web-site, including photos of faculty and staff members, will be in progress during the fall.

XII **Report: Administrative Affairs and Human Resources**

A. B. Ibrahim reported that the 1996-97 Faculty budget is $13,300,000 explaining that in 1993-94 the Faculty budget was over $15,000,000. He reported that the Faculty's share of the $12,500,000 University cut was $750,000 , $380,000 of which was covered due to early retirements and a savings of $370,000 can be attributed to the streamlining of course sections and workload. The operating budget is $650,000 which has traditionally been supplemented by the personnel budget. He stated that this year's cut will have little effect on the daily life of faculty and staff if efforts to stay within established budgets are continued.

XIII **Reports from Faculty Representatives on University Committees**

1. **University Senate**
2. **Arts and Science Faculty Council**
3. **Senate Academic Planning and Priorities**
4. **Senate Academic Programs Committee**
5. **Senate Research Committee**
6. **Senate Academic Services Committee**
7. **University Library Committee**
8. **Undergraduate Scholarships and Awards Sub-committee**
9. **Computer Resources Committee**
10. **Board of Governors**
11. **Council of Graduate Studies**

There were no reports from the above committees which have not met since the last Faculty Council meeting.

XIV **Reports from Student Associations**

1. **C.A.S.A. Report**

K. Tsolakos reported on the success of the CASA 1996-97 Agenda which was supported by corporate sponsorship for the first time. With regard to the initiation of new students which took place on August 29th, she explained that the goal of the initiation is to instill a sense of pride and community in the students and apologized for any inconvenience caused by this year's procedures. She announced that the *Financial Post* will be available this year to all students and faculty members free of charge at the CASA office and she asked faculty members to encourage their top students to participate in the academic sections of the Commerce Games which will be held at the University of Ottawa. In conclusion, she reported that the fund raising for the Undergraduate Business Games to be hosted by CASA during the third week of January will begin today with Casino night at Reggie's. Council members were invited to join in the fun.

On behalf of the Concordia International Business Association, L.-P. Vezina reported on the success of the cocktail hosted in conjunction with the Centre for International Business to integrate the international students with the International Business Students. He also announced that the International Business student integration weekend would take place in Bromont September 14 and 15, 1996. Council members were invited to join the Sunday brunch - interested members were asked to confirm their attendance with L.-P Vezina before 5:00 p.m. at local 7390 .

2. **C.G.S.A. Report**

I. Sinclair reported on the success of the annual MBA Bar-B-Q and commended A. Hochstein for the excellent orientation this year.

XV **New Business**

There was no new business.

XVI **Other Business**

There was no other business.

IT WAS MOVED BY C. BAYNE AND SECONDED BY L. MCGOWN THAT THE MEETING BE ADJOURNED.

THE MOTION WAS CARRIED UNANIMOUSLY.

The next regular meeting of Faculty Council will take place on Friday, October 25, 1996 at 09:00 in GM403-2. The fall graduates will be approved in a closed session at the beginning of the meeting.